

File copy
3/23/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
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35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MARCH 22, 1953</u>			
Sunday March 22	SPRING LAMP AND SHADE SHOW (March 22 - March 27). Contact: Lamp & Shade Ass'n., Inc., 230 Fifth Ave., New York.		
Monday March 23 12:30 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES Presentation of international imports, with Gimbel's adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Gimbel's Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday March 23-- March 25	INFORMAL SHOWING OF HANDKERCHIEFS Informal showings from 10:00 A.M. to 5:30 P.M. of handkerchief fashions coordinated with "Handkerchiefs to Fit Your Personality", a nation-wide store promotion. For press, resident buying offices, handkerchief and accessory buyers and fashion coordinators. Publ.: Mary Marsh, PL.7-5809.	HANDKERCHIEF PROMOTIONS	2 WEST 46TH STREET
Beginning Monday March 23- March 30	ANTIQUE COATS ON EXHIBITION From the East and Near East, Albania and Lapland, exhibition of coats selected for their unusual fashion inspiration. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday March 24 2:30 P.M.	PREVIEW: SPRING COATS AND SUITS "The Voice of Spring"--better coats and suits will be presented at opening of Orchid Room, with special tea showing for the press and Community Appeal Leaders of the Brooklyn Red Cross. Red Cross uniforms, past and present, will also be shown. Guest star: Joan Bennett. By invitation only. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM LOESER'S (BROOKLYN)	8TH FLOOR
Tuesday March 24 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FRENCH LEATHER GLOVES The Commercial Counselor to the French Embassy will present a collection of leather gloves by 12 leading French manufacturers. By invitation. Trade showings March 25 to March 31. Contact: Roland D'Albis, CO.5-5677.	FRENCH EXPOSITIONS IN THE U.S., INC.	610 FIFTH AVENUE ROOM 414
Tuesday March 24- May 26 7:00 P.M.- 9:00 P.M.	FIRST SESSION: PUBLICITY COURSE Subject: "Publicity as a Business and a Career". Panel: Stephen E. Korsen, The Borden Co.; Ellen Lind, Lind-Gilbert Assoc.; Lilyon Louden, Smith Hagel & Snyder; Austin Scannell, B.B.D.& O.; Jack Shor, Jack Shor Agency; Mable Alice Tuggle, National Board, YWCA. Fee: \$15.00 for ten sessions. Contact: Rita Otway, PL. 5-4000.	THE PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	LEONARD ARKIN (530 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
	Leonard Arkin will present late Spring and early Summer dresses and ensembles, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Arkin Publicity: Betty Yarmon, WI. 7-5324. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday March 25 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	NEARLY NEW SHOP (938 EIGHTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Annual luncheon show for benefit of charitable organizations that are aided by the Nearly New Shop. Fashions by Jane Derby and Handmacher-Vogel. Price: \$6.00. Contact: Louise Edgar, 1050 Park Ave., or CO. 5-4448.		
Thursday March 26 9:00 A.M.- 11:00 A.M. Breakfast	ANNUAL PRESS PREVIEW OF DECORATIVE FABRICS	F. SCHUMACHER & CO.	535 MADISON AVENUE DECORATORS SHOWROOM
	"Heralds of Spring"--annual preview of Schumacher's latest decorative home fabrics. New textured, plain, and print fabrics for slipcovers, draperies and upholstery -- domestic and imported. By invitation. Publicity: Phil Schuyler or Ruth Maybank, 14 E. 28th St., LE. 2-7800.		
Thursday March 26 9:45 A.M. Breakfast	PREVIEW OF "HAIRDEW"-- NEW HAIR PRODUCT	CLAIROL HAIR COLOR INSTITUTE	510 SIXTH AVENUE SHOWROOM - 4TH FLOOR
	Press preview and demonstration of Clairol's "Hairdew"--a new product for the hair. By invitation only. Publicity: Jack Shor, OR. 5-0700.		
Thursday March 26 10:00 A.M.	PRESS PREVIEW: IMPORTS AND TRANSLATIONS	OHRBACH'S	OVAL ROOM 2ND FLOOR
	Ohrbach's will present a press showing of Paris and Italian originals and translations. By invitation only. (Show will be repeated for North Shore Hospital Fund, Beacon Theatre, Port Washington, L.I. at 1:30 P.M.) Publicity: Mark Klauser, SP. 7-9000.		
Thursday March 26 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim will present Spring and Summer ready-to-wear and custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Nadine Bertin, CI.7-7200. Plaza Fashion Dir.: Mary Alice Rice, 35 W. 55th St., CI.6-1790.		
Thursday March 26 4:00 P.M.- 7:00 P.M. Cocktails	EVOLUTION OF HOSIERY-- COTTON RIBS TO 12-DENIER	NAT'L ASSN HOSIERY MFRS. SHERRY NETHERLAND THE DU PONT COMPANY	GOLD SUITE
	Press party and exhibit showing evolution of women's hosiery. Display of American stockings from some of earliest to newest and most luxurious -- 12 denier nylons. Also, examples of hosiery now sold in some European countries. By invitation. Contact: Blanche Gaillard, LO. 3-6400, Ext. 309.		
Saturday March 28- April 2	TWENTY-SECOND ANNUAL DECORATORS' CONFERENCE	AMERICAN INSTITUTE OF DECORATORS	WALDORF-ASTORIA GRAND BALLROOM
	"Decoration--1953", exhibition in conjunction with the conference. Consisting of a series of room settings and vignette displays of new furniture pieces, fabrics, wall coverings, etc., introduced for the first time by the decorative trades. Price: \$1.50. There will also be a decorating revue called "What's Your Problem" on Wednesday, April 1, from 2:00 P.M. to 5:00 P.M. Admission: \$2.50. Publicity: Richard Dillon, American Institute of Decorators, 41 East 57th St., MU.8-0238, or PL.9-7306.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 28 3:00 P.M. Tea	FASHION SHOW AT EASTER TEA "Good Neighbor Policy Through Fashion"--John Frederics will present his "Interamericano" collection. Prices: \$2.25 for members and their guests; \$2.75 for non-members. Contact: MU. 2-2180.	PAN AMERICAN'S WOMEN'S ASS'N	HOTEL GOTHAM 55TH ST. & 5TH AVE.
March 29	HOLY WEEK (March 29-April 4).		
Monday March 30 3:30 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW SEWING MACHINE Premiere of Vigorelli's new sewing machine for the home, with demonstra- tions showing special features of the machine. By invitation only. Publicity: Paul Kallan, Bachenheimer-Lewis, 161 East 37th St., MU. 5-8768.	VIGORELLI SEWING MACHINE COMPANY	WALDORF-ASTORIA PERROQUET SUITE
Monday March 30 4:30 P.M.- 6:30 P.M. Cocktails	PAINTINGS BY RAPHAEL SOYER Associated American Artists Galleries will present portrait paintings from the last three years by Raphael Soyer. Exhibition will be open to public through April 18. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE AT 55TH STREET
Tuesday March 31 2:00 P.M.- 5:00 P.M.	PREVIEW: SPECIAL ROUAULT EXHIBITION About 75 paintings and 100 graphic works from various European and Ameri- can public and private collections. Open to public from April 1 to May 31. Publicity: Betty Chamberlain at the Museum, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET 3RD FLOOR
March 31	PASSOVER (Tuesday, March 31-Tuesday, April 7).		
Wednesday April 1 9:15 A.M.	PRESS PREVIEW OF NEW "CLOVER" FABRIC Altman's will present "Clover", new home furnishings fabric for upholstery, bedroom ensembles, shower curtains, etc. By invitation. Publicity: Mr. Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR
Wednesday April 1 8:30 P.M.	FASHION PARADE AT OPENING OF CIRCUS "Seventeen" will present their Circus Collection, based on their April issue, "April's a Circus", in a fashion parade at the opening night of the circus. All proceeds for United Cerebral Palsy Fund of N.Y. Tickets: \$1.50-\$50.00. Contact: Henry Kaufman, PL. 3-3005. Publicity: Martha Shaeffer of "Seventeen", PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVE.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Thursday April 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Aronowicz will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Aronowicz contact: Annette Meyer, PL. 3-2698. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday April 4- April 9	"EASTER PARADE OF STARS" AUTOMOBILE SHOW Display of automobiles heralding the greatest travel year in history. Open to public, <u>except Tuesday, April 7</u> . On this day at 9:30 P.M. a travel wardrobe by Hattie Carnegie will be presented and televised over CBS-TV. Publ.: Marion Shiflett at Steve Hannagan, PL. 5-2900.	TEN LEADING AUTOMOBILE MANUFACTURERS	WALDORF-ASTORIA GRAND BALIROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER ACTIVITIES IN NEW YORK CITY</u>			
Saturday April 4 2:00 P.M.	SEVENTH ANNUAL EASTER EGG-ROLLING CONTEST	ARNOLD CONSTABLE	CENTRAL PARK 80TH - 84TH STS.
	Arnold Constable will present their seventh annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children aged 5 to 13. Publicity: Gloria Geis, MU. 5-2300.		
Sunday April 5 12:00 Noon 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST"	MADISON HOTEL (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
	The annual Easter Sunday "bracer breakfast" with presentation of special door prizes. Price: \$3.50. For reservation, contact: Alfred, EL. 5-5000. Publicity: Claire Miller, EL. 5-5000.		
Sunday April 5 12:00 Noon 4:00 P.M. Luncheon	EASTER PARADE BENEFIT LUNCHEON	BENEFIT OF SISTER KENNY FOUNDATION	SHERRY NETHERLAND CHANTECLAIR;CARNAVAL
	12:00 Noon-Easter Parade of fashions for the family--mothers and daughters; fathers and sons. Chairman: Jane Pickens. Co-chairmen: Mrs. Dee F. Bredin and Viola Shefer. Luncheon:\$10.00,for benefit of Sister Kenny Foundation. Reservations, contact: Sherry Netherland, EL. 5-2800.		
Sunday April 5 12:30 P.M. 1:30 P.M.	"EASTER IN NEW YORK" TO BE TELEVISED	NBC TELEVISION	CHANNEL 2
	12:30 P.M.-Fourteen fashion models will present new Spring fashions to the nation-wide television audience. There will also be a display of children's clothes; also comments and fashions of Easter paraders. Televised from Italian Building in Rockefeller Center. Commentator: Frank Blair. Publ.: Don Bishop, CI. 7-8300.		
Sunday April 5 12:30 P.M. Luncheon	LUNCHEON SHOWING OF EASTER MILLINERY	JOHN FREDERICS, INC. (29 EAST 48TH ST.)	HOTEL PIERRE COTILLION ROOM
	Showing of Easter and Spring millinery by John Frederics. Diamonds--Cartier. Furs--Bernham Stein. In addition, the following male panel will judge hats of ladies in the audience: Sir Cedric Hardwicke; Gary Stevens, TV producer and columnist; William V.C. Ruxton, business executive; George Cressaty, art critic; Hon. Dr. Franz Match, Austrian Consul General. Price: \$6.50. For reservations; contact: TE. 8-8000. John Frederics Publ: Lily Davis, PL. 3-1010. Pierre Producer: Nola Luxford, TE. 8-8000.		
Sunday April 5 1:00 P.M. Luncheon	SPECIAL EASTER MILLINERY SHOW	MR. JOHN, INC. (53 E. 57TH ST.)	HOTEL PLAZA RENDEZVOUS ROOM
	A special showing of hats by Mr. John at Easter luncheon. Price: \$6.00. For reservations; contact: PL. 9-3000, Ext. 176. Mr. John Publicity: Jeanne Carberry, MU. 8-4906. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Sunday April 5 4:00 P.M. 8:00 P.M. Tea Dance	BENEFIT FOR CITY ART MUSEUM	CITY CENTER ART GALLERY	HOTEL PLAZA GRAND BALLROOM
	Easter Sunday Tea-Dance, with proceeds for City Center Art Museum, planned to give recognition to unknown artists. Chairman of entertainment: Elsa Maxwell. Committee co-chairmen: Fleur Cowles and Dick Kollmar. Tickets: \$10.00 per couple. Contact: Mrs. Allen M. Look, 178 East 80th St., RE. 4-3619.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 8 12:00 Noon Luncheon	LUNCHEON FOR THE BEAUTY PRESS The Procter & Gamble Company will entertain the beauty press at an announcement luncheon. By invitation. Contact: Pauline Bowie, 26 E. 64th St., TE. 8-5000.	THE PROCTER & GAMBLE COMPANY	STORK CLUB 3 EAST 53RD STREET
Wednesday April 8 12:30 P.M. Luncheon	LENTZ DIMINUTIVES BY ALAN PHILLIPS De Pinna will present Spring and Summer fashions by Alan Phillips of Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Commentator: Solita Arbib. De Pinna contact: Gene Loyd, MU. 8-2000. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday April 8 9:00 A.M.- 5:30 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "First Fashion Forum and Selling Seminar" for manufacturers and retailers. Produced, planned and staged by The Shivell-Hall Company. Tickets: \$100.00. Contact: Paul Roth of Shivell-Hall, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE	HOTEL PLAZA BALLROOM
Thursday April 9 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Eleanora Garnett will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Eleanora Garnett contact: Austin Wilder, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELEANORA GARNETT (47 EAST 51ST ST.)	HOTEL PLAZA TERRACE ROOM
Thursday April 9 1:00 P.M. Luncheon	SPRING FASHIONS AT BENEFIT LUNCHEON Showing of Jay Thorpe's Spring and early Summer fashions at a benefit luncheon for Flower and Fifth Avenue Hospitals. Commentator: Sylvia Sidney. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	WALDORF-ASTORIA SERT ROOM
Saturday April 11 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Leading designers will present Summer fashions at a benefit luncheon for Good Will Welfare League. Tickets: \$10.00. Contact: Mrs. Levine, BU. 8-4000. Publicity: Steve Radow, PL. 3-2149.	GOOD WILL WELFARE LEAGUE	WALDORF-ASTORIA GRAND BALLROOM
Monday April 13 2:30 P.M.	HENRY ROSENFIELD FASHION SHOW Russeks will present fashions by Henry Rosenfeld at a showing for customers. Press invited. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
April 13 April 25	CARPET FASHION OPENING. Contact: Carpet Institute, 350 5th Ave., N.Y. 1. "THE SLEEP SHOW". Contact: Nat'l Retail Furniture Assoc., & Nat'l Assoc. of Bedding Mfrs., 1404 Merchandise Mart, Chicago 54.		
Tuesday April 14- April 15	THE BROOKLYN MUSEUM FAIR The Brooklyn Museum's Sculpture Court will be transformed into a fiesta scene, with booths and little shops selling all kinds of merchandise. Proceeds will be used to insure continuance of Museum's educational programs for school children. Contact: NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY, BKLYN SCULPTURE COURT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 14- April 25	ANNUAL "AMATEUR NEEDLEWORK" EXHIBIT Eighth annual exhibit of "amateur needlework" of today, for the benefit of The Friendship Fund of The Lighthouse, N.Y. Association for the Blind. Honorary Chairman: Mrs. Dwight D. Eisenhower. Admission: \$1.00. Publicity: Dick Miller at The Lighthouse, EL. 5-2200.	THE LIGHTHOUSE (111 E. 59TH ST.)	HAMMER GALLERIES 51 EAST 57TH ST.
Wednesday April 15 12:15 P.M. Luncheon	PREVIEW: FALL & HOLIDAY SLIPPER COLLECTION "How to Keep a Man at Home"--Fall and Holiday slipper collection presented by Oomphies. <u>Showing at 1:15 P.M.</u> By invitation only. Contact: Dorothy Tarnoff, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVE.)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday April 15 12:30 P.M. Luncheon	BENHAM ORIGINALS AT LUNCHEON SHOW Showing of Benham Originals Summer wardrobe, from daytime costumes to evening gowns. Fashions available at De Pinna, Gunther Jaeckel, Saks Fifth Avenue. Press by invitation. Public by reservation; contact: TE. 8-8000. Benham Publicity: Donna Cannon, 104 E. 52 St., PL. 3-7072. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Cancelled April 15	RUSSEKS FIFTH AVENUE LUNCHEON SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, APRIL 15, 12:30 P.M., AT THE WALDORF-ASTORIA, HAS BEEN CANCELLED.		
Wednesday April 15	BRAND NAMES DAY. Contact: George Hallock, Brand Names Foundation, 37 W. 57 St., PL. 9-8425.		
Thursday April 16 10:15 A.M.	FOURTH ANNUAL CONVENTION Speaker: Samuel Rubin, president of Faberge and of The Fragrance Foundation. Reservations: \$8.50. Contact: Miriam Gibson French, EL. 5-3168.	FRAGRANCE FOUNDATION (1 EAST 53RD STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 16 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Showing of the Jacques Fath late Spring and early Summer collection, designed in America for Joseph Halpert, at a benefit luncheon show for the East Side Settlement House. Joseph Halpert Publicity: Edith Jordon, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JACQUES FATH-- JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Thursday April 16 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Phillippa Macdonald will present Spring and Summer fashions, designed for Liotti. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Phillipa Macdonald contact: PL. 5-8372. Plaza Fashion Director: Mary Alice Rice, 35 West 55th St., CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday April 20 2:30 P.M.	FASHIONS BY SUZY PERETTE Russeks will present Suzy Perette's fashions at a showing for customers. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Monday April 20 4:30 P.M. Cocktails	PAINTINGS BY LILY HARMON Associated American Artists Galleries will present paintings by Lily Harmon, showing scenes with children at her home. Open to public through May 9. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE

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April 20	NATIONAL PACKAGING WEEK (April 20 - April 23)		
Tuesday April 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Fabrics exhibit at luncheon meeting of The Fashion Group. Chairman: Susan Eastman. (More details later). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALIROOM
Wednesday April 22 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Spring and Summer fashions by Lilly Dache, Jane Derby, Dorothy Dickerson, Vera Maxwell will be presented at a benefit luncheon. Commentator: Maud Moody. Press by invitation. Public by reservation; TE.8-8000. Contact: Mrs. Pyle, Spence-Chapin Corner Shop, 974 Lexington Ave., RE. 7-8448.	BENEFIT OF SPENCE- CHAPIN ADOPTION SERVICE	HOTEL PIERRE COTILLION ROOM
April 24	BRITISH INDUSTRIES FAIR IN LONDON (April 24 - May 8)		
April 26	DAYLIGHT SAVING TIME BEGINS (Move Clocks Ahead One Hour).		
April 26- May 2	NATIONAL BABY WEEK Contact: Earnshaw Publication, 161 W. 31st St., WI. 7-9804.		
Monday April 27 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Presentation of late Spring and early Summer fashions, designed in America by Jacques Fath for Joseph Halpert. Benefit for Council of Jewish Women. Publicity: Edith Jordon at Joseph Halpert, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JACQUES FATH FOR JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Monday April 27 2:30 P.M.	SHOWING OF FASHIONS BY JERRY GILDEN Russeks will present fashions by Jerry Gilden at a showing for customers. Press invited. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 28 9:30 A.M. Breakfast	FALL PREVIEW FOR RESIDENT BUYERS White Stag will present their Fall sportswear collection to resident buyers. By invitation. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO.	1407 CLUB 1407 BROADWAY
Tuesday April 28 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON William Bass will present Spring and Summer fashions at benefit luncheon. Bass Contact: LA. 4-2190. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	WILLIAM BASS (530 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday April 29 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Claire McCarell's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Claire McCarell contact at 550 7th Ave., LO. 4-2155. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	CLAIRE McCARELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
May 3- May 9	CUTLERY WEEK Contact: Associated Cutlery Industries of America, Deerfield, Mass.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 10	MOTHER'S DAY. Contact: National Committee for Observance of Mother's Day, 52 Vanderbilt Ave., MU. 5-4400.		
Monday May 11 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING Cosmetics' Division luncheon meeting of The Fashion Group. Chairman: Kay Torrey. (More details later). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. HOTEL BILTMORE (9 ROCKEFELLER PLAZA) BALLROOM	
Monday May 11- May 16	ANNUAL NATIONAL COTTON WEEK Theme: "It's Cotton Time"--23rd Annual National Cotton Week, sponsored by the National Cotton Council, planned as a store-wide promotion for every type of store. Publicity: Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET) THROUGHOUT THE COUNTRY	
Wednesday May 13 12:15 P.M. Luncheon	ANNUAL ART AWARDS LUNCHEON Annual presentation of awards for advertising and editorial art. The 32nd annual exhibition by the Art Directors Club at Grand Central Art Galleries, 15 Vanderbilt Avenue, May 14-May 23. By invitation. Contact: Winifred Karn, Art Directors Club, 115 East 40th St., MU. 5-8400.	ART DIRECTORS CLUB OF NEW YORK WALDORF-ASTORIA STARLIGHT ROOF	
Thursday May 14- May 22	COSTUME JEWELRY INDUSTRY SHOW Exhibit rooms will include two floors of the hotel. Contact: Harold Seisel Co., 424 Madison Ave., PL. 3-3790.	COSTUME JEWELRY MFRS. ASS'N. OF N.Y. HOTEL MARTINIQUE	
May 15	STRAW HAT DAY (Friday).		
May 16- May 23	NATIONAL LUGGAGE WEEK. Contact: Luggage & Leather Goods Mfrs. of America, 220 5th Ave., LE.2-3960.		
Wednesday May 20 12:00 Noon Cocktails- Luncheon	"SUN GLAMORAMA" FASHION SHOW Annual press conference and fashion show, sponsored by L. J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than twelve leading national sunglass manufacturers will present their 1953 styles for Summer. Introduction to National Sunglass Week, May 25 to 30. By invitation. Publicity: Gar Schmitt, S. S. Tyndall Associates, 50 East 42nd St., MU. 2-3558.	L.J. HOUZE CONVEX GLASS COMPANY HOTEL PLAZA TERRACE ROOM	
Monday May 25	OPENING OF FALL LINES IN ST. LOUIS A dinner and fashion show will highlight the opening of the Fall lines of the St. Louis Fashion Creators. Contact: Joan Gardner, St. Louis Fashion Creators, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS ST. LOUIS, MO. HOTEL JEFFERSON	
May 27- June 15	LONDON FASHION FORTNIGHT (May 27-June 10). Contact: Dorothy Fox, Hamilton House, 138 Piccadilly, London, W.1.		
Sunday May 29- June 6	ADVANCE FALL MARKET IN CHICAGO The advance Fall market of the Chicago Fashion Industries. Contact: 222 W. Adams St., Chicago, Ill.	CHICAGO FASHION INDUSTRIES CHICAGO, ILLINOIS	
May 30	MEMORIAL DAY (Saturday)-- Legal Holiday.		

MOVIES...MUSIC...THEATRE

Beginning Monday March 23 TWENTIETH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, 39TH ST. & B'WAY
March 23: Wagner's PARSIFAL. March 26: Puccini's LA TOSCA. March 27: Wagner's TRISTAN UND ISOLDE. March 28, Mat.: Mussorgsky's BORIS GODUNOV. March 28, Eve.: Verdi's LA TRAVIATA. Publ.: Margaret Carson, PE. 6-1200.

Tuesday March 24 PREMIERE: "SALOME" (Movie) RIVOLI THEATRE, B'WAY AT 49TH ST. Columbia Pictures presents a Beckworth Corp. Technicolor production of the Biblical story of Salome. Starring: Rita Hayworth, Stewart Granger, Charles Laughton, with Judith Anderson. Producer: Buddy Adler. Director: William Dieterle. Women's Costumes: Jean Louis. Men's Costume: Emile Santiago. Publicity: Hortense Schorr, CI. 5-5000.

Wednesday March 25 PREMIERE: "CALL ME MADAM" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox Technicolor production of Irving Berlin's Broadway musical. Starring: Ethel Merman, Donald O'Connor, Vera-Ellen, George Sanders. Producer: Sol C. Siegel. Director: Walter Lang. Costumes: Irene Sharaff. Publicity: Ed Feldman, CO. 5-3320.

Beginning Thursday March 26 SECOND WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET
March 26: Rossini's LA CENERENTOLA. March 27: Puccini's LA TOSCA. March 28, Mat.: Prokofieff's THE LOVE FOR THREE ORANGES. March 28, Eve.: Puccini's LA BOHEME. March 29, Mat.: Verdi's AIDA. March 29, Eve.: Mozart's DON GIOVANNI. Prices: \$1.50-\$4.00. Publicity: Phillip Bloom, CH. 4-5185.

Thursday March 26 PREMIERE: "BY THE LIGHT OF THE SILVERY MOON" (Movie) MUSIC HALL, 50TH & 6TH Warner Brothers Technicolor musical comedy starring Doris Day and Gordon MacRae with Leon Ames, Rosemary DeCamp and Billy Gray. Producer: William Jacobs. Director: David Butler. Costumes: Leah Rhodes. Warner Publicity: Eve Siegel, CI. 6-1000. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Wednesday April 1- May 10 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Ringling Bros. and Barnum & Bailey Circus daily, at 2:15 P.M. and 8:30 P.M. Prices: \$1.50-\$6.50. Publicity: Roland Butler, CI. 6-6000.

Monday April 6 OPENING: "ROOM SERVICE" PLAYHOUSE THEATRE, 137 W. 48TH ST. Bernard Hart and Don Hershey, in association with John Murray, present a revival of the John Murray-Allen Boretz farce, with John Randolph, Norman Shelley, Jack Lemmon. Director: Mortimer Offner. Publicity: Bill Doll, MU. 2-6129.

Thursday April 16 OPENING: "HORSES IN MIDSTREAM" THEATRE TO BE ANNOUNCED Gilbert Miller-Donald Oenslager present the Andrew Rosenthal play directed by and starring Sir Cedric Hardwicke, with Diana Lynn, Lili Darvas. Gowns by: Hattie Carnegie and Helene Pons; and hats by Tatiana du Plessix of Saks Fifth Avenue. Publicity: Dick Maney, WI. 7-6939.

Thursday April 23 OPENING: "CAN-CAN" SAM S. SHUBERT THEATRE, 227 W. 44TH STREET Feuer and Martin will present a musical comedy, in Montmartre in 1893, with music by Cole Porter and book and direction by Abe Burrows. Starring: Lilo, Peter Cookson with Hans Conried, Gwen Verdon and Eric Rhodes. Settings and lighting: Jo Mielziner. Costumes: Motley. Publicity: Karl Bernstein, CI. 6-0427.